

Message Text

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SUBJECT:WCAG REVIEW OF THIRD AND FOURTH QUARTER PROGRESS
REPORTS AND ANNUAL SUMMARY, FY L976 CCP

REF: (A) JAKARTA 9140; (B) JAKARTA 4999; (C) JAKARTA 5415;
(D) JAKARTA 1762; (E) JAKARTA 1011; (F) JAKARTA 5407

1. WCAG MET AUGUST 3 AT STATE TO REVIEW THIRD AND FOURTH
QUARTER PROGRESS REPORTS AND ANNUAL SUMMARY BY CCAG ON
FY 1976 CCP (REFS A AND B). REPS FROM ALL MEMBER AGENCIES
ATTENDED.

2. ED FEATHERSTONE AND TOM MOORE COMMENTED ON VISIT TO
POST FOR FY 1977 CONSULTATIONS.

3. WCAG DISCUSSED SUGGESTED SUBSTITUTE CAMPAIGN, MATERIALS
HANDLING (INCLUDING MINING) EQUIPMENT PROVIDED REF C TO
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REPLACE CAMPAIGN 2, ANNEX B, EXPANSION OF CEMENT PRODUC-

TION, AND POST'S REVIEW OF THIRD AND FOURTH QUARTER PROGRESS. ACCEPTED POST'S SUGGESTED SUBSTITUTES FOR PROMOTION THEME RECOMMENDATION (PTR) (REF A) AND OTHER CAMPAIGN ACTIONS EXCEPT FOR LAST ACTION WHICH NO LONGER

PERTINENT TO FY 1976 CCP. HOWEVER, SINCE POST INDICATED IN REF B THAT IT MIGHT NEED TO RESHAPE OR DELETE PARTS OF THIS CAMPAIGN SINCE RECOMMENDATION TO INCLUDE NON-MINING MHE IN TECHNICAL SALES SEMINAR WAS NOT ACCEPTED BY COMMERCE, WCAG WOULD APPRECIATE RECEIVING MORE SPECIFIC INFORMATION ON PUBLICITY ORIENTED CAMPAIGN ACTIONS TAKEN, PARTICULARLY EXTENT TO WHICH THE E/C SECTION WORKED WITH THE PUBLIC AFFAIRS OFFICER IN TAKING THESE ACTIONS. WCAG MEMBER NOTED USIA IS UNDERTAKING ACQUISITION OF FILMS ON WORLDWIDE BASIS AND WILL HAVE FILM BANK WHICH WILL FACILITATE FUTURE FILM SHOWINGS.

4. WCAG ALSO DISCUSSED SUGGESTED REVISION OF CAMPAIGN 3, ANNEX C, WOOD PROCESSING INDUSTRY DEVELOPMENT (REF C). ACCEPTED CHANGES EXCEPT FOR FOLLOWING: (A) AT USDOC REQUEST, AUGUST 1976 ACTION LIMITED TO FIRST SENTENCE ENDING "GREATEST SALES POTENTIAL IN INDONESIA." WHEN TRADE PROMOTION EVENT IS SCHEDULED (E.G. PROPOSED FY 1978 TRADE MISSION) COMMERCE WILL IDENTIFY AND PUBLICIZE TO U.S. MANUFACTURERS TYPES OF WOOD PROCESSING EQUIPMENT WITH BEST SALES POTENTIAL AND LET PROSPECTIVE PARTICIPANTS DETERMINE THEIR OWN INTEREST IN MAKING REQUIRED EFFORT TO TAP INDONESIAN MARKET; AND (B) IN SEPTEMBER 1976 ACTION, SPEAKER FROM U.S. PLYWOOD MANUFACTURERS' ASSOCIATION HAS BEEN DELETED. WHILE WCAG PREFERENCES NOT TO INCLUDE SPEAKER FROM THIS ASSOCIATION IN CCP PROGRAM SINCE REQUIRED FUNDS UNLIKELY TO BE AVAILABLE, WILL INVESTIGATE ALTERNATIVE WAYS TO OBTAIN QUALIFIED SPEAKER IF ANTICIPATED RECEPTION NOW INCLUDED IN FY 1977 PROGRAM CAN BE SCHEDULED.

5. COMMERCE REPORTED READINESS TO EVALUATE THREE PREVIOUS WOOD PROCESSING EQUIPMENT SALES EFFORTS: (A) COMMERCE FOLLOW-UP WITH PARTICIPATING FIRMS SHOWS UNCLASSIFIED

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APRIL 15-21, 1973 LOGGING, FORESTRY, SAWMILL AND WOOD PROCESSING EQUIPMENT TRADE MISSION HAD 100,000 DOLLARS IN IMMEDIATE SALES AND ACTUAL TWELVE MONTH SALES (INCLUDING IMMEDIATE SALES) OF 1,923,000 DOLLARS. THERE WERE 50 SALES LEADS (34 NTE/M AND 16 OTM). COMMERCE CONSIDERS THIS A SUCCESSFUL EVENT. (B) APRIL 9-11, 1975 PACIFIC NORTHWEST IOGA FOREST PRODUCTS MACHINERY TRADE MISSION HAD NO FLOOR SALES;

TWELVE-MONTH SALES ESTIMATED BY 11 PARTICIPANTS AT 815,000 DOLLARS. ACTUAL SALES BASED ON COMMERCE FOLLOW-UP NOT YET AVAILABLE. MISSION HAD 24 SALES LEADS:

19 NTE/M AND 5 OTM. REPORT BY ALAN G. NORDELL, WASHINGTON STATE DEPT. OF COMMERCE AND ECONOMIC DEVELOPMENT (SECTION ON INDONESIA PREVIOUSLY SENT PERREAU BY OFFICIAL-INFORMAL) INDICATED SATISFACTION WITH VISIT: I.E., THOSE WHOSE EQUIPMENT SUITED INDONESIAN MARKET MADE EXCELLENT SALES COHTACTS; OTHERS WITH TOO SOPISTICATED MACHINERY TO DO BUSINESS AT THAT TIME WERE HAPPY WITH MARKET RESEARC; DATA THEY OBTAINED AND EVALUATION OF FUTURE OPPORTUNITIES.

(C) OCTOBER 1975 INDONESIA TIMBER INDUSTRY MISSION TO U.S. MORE DIFFICULT TO EVALUATE. COMMERCE SUPPLIES EACH FIRM INTERVIEWING FOREIGN BUYER WITH EVALUATING FORM. RETURN IS VOLUNTARY AND NO FIRM HAS SUBMITTED EVALUATION. UNLIKE TRADE MISSIONS, NO LATER FOLLOW-UP IS MADE. EMBASSY PROVIDED BRIEF EVAL;ATION IN SECOND QUARTER CCP REVIEW (REF E) BUT NO FOLLOW-UP AS REQUIRED IN FOREIGN AFFAIRS MANUAL. MUST RELY ON POST FOR FINAL EVALUATION THIS EVENT.

6. WCAG REVIEWED ANNUAL SUMMARY, NOTED GENERAL ECONOMIC PROBLEMS AND ADDITIONAL WORKLOAD CAUSED BY COMPREHENSIVE SECTORAL SURVEY, AND COMMENDS THE POSTS ON ACCOMPLISHMENTS IN MAJOR PROJECTS AND OTHER CAMPAIGN AND NON-CAMPAIGN ACTIVITIES, DESPITE LIMITED IMMEDIATE RESULTS FROM HEAVY INPUT ON SUGAR CAMPAIGN AND OTHER PROBLEMS DESCRIBED REF A.

IN VIEW OF IMMINENT DEPARTURES OF EMBASSY OFFICERS CONCERNED WITH CCP, WCAG UNCLASSIFIED

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ACCEPTS THE ANNUAL REVIEW AS FINAL FOR FY 1976.

7. WCAG EXPECTS POST WILL PREPARE REVIEW FOR FIFTH QUARTER EMDOENDING SEPTEMBER 30 TO REPORT ON PROGRESS IN FINAL QUARTER. KISSINGER

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